Enterprise Content Management (ECM)

The Association for Information and Image Management (AIIM) defines ECM as the technologies used to capture, manage, store, preserve, and deliver content and documents related to organizational processes. ECM provides an integrated approach to managing unstructured information across an enterprise throughout the content's lifecycle. Unstructured content can include "born digital" documents (e.g. Word, Excel, PDF), media files (audio and visual), and scanned images of paper documents. ECM can include solutions for scanning/document capture, content/document management, workflow, records management, email management, image management, web content management, and collaboration. In summary, ECM is about delivering the right information to the right person at the right time.

VEAP ECM Initiative

The VEAP ECM Initiative is focused on promoting the adoption of ECM throughout the Commonwealth. To further this goal, VEAP is working towards establishing an ECM Shared Services platform to allow small- to medium-sized agencies that cannot justify their own ECM solution or larger agencies wishing to pilot ECM in a limited fashion to take advantage of this offering. An ECM Working Group comprised of representatives from Commonwealth agencies and localities is designing the model for the Shared Services offering. VEAP is also working towards establishing an ECM Center of Excellence providing best practices, implementation standards, re-usable components; and a set of core staff comprising ECM architects, system administrators, business analysts, and project managers to leverage across the Commonwealth. Further, the ECM Initiative includes establishing a collaborative governance model to serve in an advisory capacity for ECM Shared Services and individual agency ECM implementations.

Benefits of ECM

The Commonwealth of Virginia has selected IBM FileNet as the software standard for Enterprise Content Management (ECM) system implementations across state agencies. While specific benefits vary from one agency to the next, the document and records management capabilities available through ECM consistently offer a wide range of benefits including:

- Improved productivity;

- Cost reduction;

- Cost avoidance; and

- Risk reduction.

Agency goals related to ECM implementation include:

- Operational Efficiencies

- o Reduced volume of paper reduces physical storage requirements and costs related to space, printing, copying, filing and distribution
  - o Less paper exchanged during business workflows speeds the business process
  - o A shared document repository facilitates collaboration, eliminates redundant copies of documents, and reduces disk space requirements
  - o Automated application of retention policies reduces the effort associated with records management and disk space related to improper retention
  - o The use of eForms and OCR scanning capabilities can reduce manual keying
  - o Stronger search capabilities make finding information easier and faster
- Retention Issues
  - o A searchable document repository, and appropriate destruction of documents reduces the cost and time required to respond to FOIA, eDiscovery and audit requests
  - o Automated linkage to records management retention policies allows appropriate retention and destruction of documents
  - o Automated approval routings and document holds prevent improper destruction of documents
- Security
  - o The ability to digitally store documents in a secure repository ensures confidentiality of information
  - o Central storage and digital capture facilitates disaster recovery options

Shared Services Goals

In general, IBM FileNet implementations are at an enterprise level and are most cost effective for a large user base. In the Commonwealth, there are agencies that want to share in the benefits of ECM, but are too small in size (budget and number of users) to justify the investment in an IBM FileNet system; or, are looking for a way to pilot ECM within their organization as part of the decision process before expanding to their own platform. The goal of an ECM Shared Services offering is to provide a cost effective way for these agencies to participate.

Specific goals related to the shared services offering include:

- Cost avoidance for smaller agencies in implementing ECM functionality using the IBM FileNet software
- Cost avoidance to the Commonwealth over the development of many individual systems
- Achievement of the Governor's 'paper-less government' initiative through improved digital capture, document storage and retrieval services, and improved records retention and destruction
- Lowering of costs for development, integration, and maintenance through the use of shared resources that include hardware and software infrastructure, project management and administration, and reuse of common design and software components

Point of Contact

Mike Davis
804-786-0531
ECMINFO@veap.virginia.gov